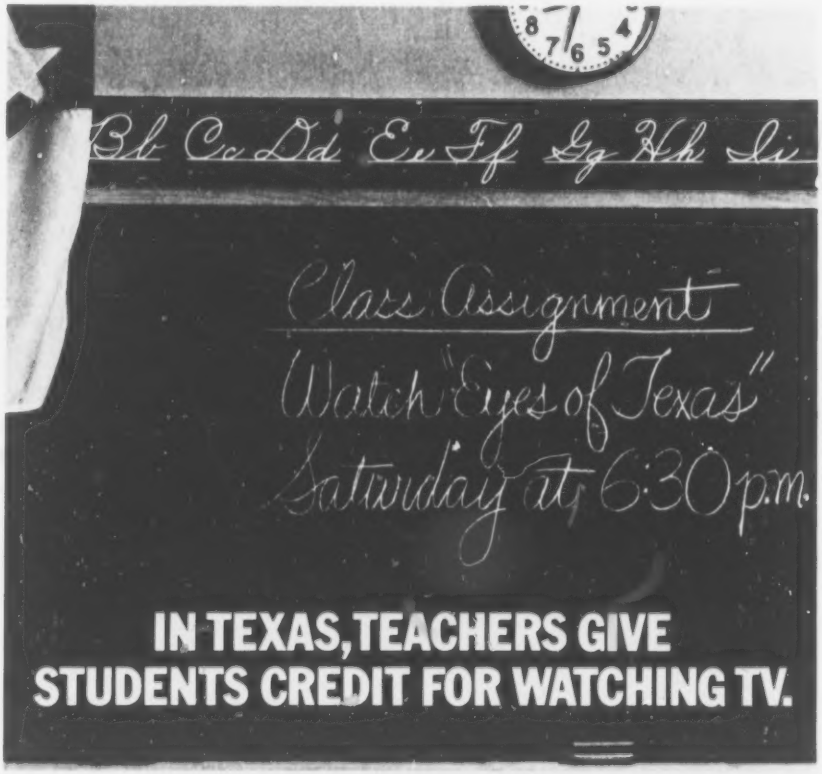
The Fifth Estate

Broadcasting ↯ Oct 8



IN TEXAS, TEACHERS GIVE STUDENTS CREDIT FOR WATCHING TV.

Every week, "The Eyes of Texas" brings alive part of Texas' colorful past: Like the frontier education of a young greenhorn, Theodore Roosevelt. Or the fierce battle of San Jacinto, where Texas revolutionaries first rallied to the cry, "Remember the Alamo!"

No wonder "The Eyes of Texas" is required viewing in classrooms across the state. And that many schools keep segments on file to be shown again and again.

KPRC-TV is proud to celebrate the 15th successful season of "The Eyes of Texas". And we're pleased to know that taking a closer look at the past is helping Texas teachers build a better future. **KPRC TV HOUSTON**

Petry Television, Inc., National Representatives, NBC Affiliate.

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Vol. 107 No. 15

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State of the art on broadcast technology
CBS wins premiere week
Times Mirror unveils videotex service

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putting its subjects on the spot, probed by a moderator who knows that a slew of contradictory answers may be valid."

Thursday night offers a potpourri of programing, including *Sneak Previews*, *Mystery!*, *Tony Brown's Journal* and the new 13-part series, *On the Money*, which premieres Oct. 11. *Money* is co-hosted by Linda Harris and Will Lyman, and attempts to provide simplified and practical information on personal money management.

Friday features *Washington Week in Review*, *Wall Street Week* and *Great Performances*. The last was moved from Monday night when PBS research showed that the greatest crossover audience of any two PBS programs was *Wall Street* and *Great Performances*. PBS does not feed programing on Saturdays.

Of the PBS programs airing last year, nothing was pulled "because it was weak," Weil said. However, some programs, such as *Inside Story*, were canceled because of a lack of funding. With no promised demographics to sell to advertisers, PBS's scheduling of programs is more flexible than that of the commercial networks. "We certainly have some idea of what the target audience is and when they're most likely to watch a program and we try to position the program in the schedule that way," Weil said. But "the programs are the ends in themselves for us. I don't particularly worry too much about who a program is geared to," she said. Nevertheless, more science programing and documentaries are expected to broaden PBS's program appeal this year, attracting more younger male viewers, "the 8-to-teen-age group," Weil said.

So far, early rating returns on some of the new PBS prime time series are promising. Based on overnights from Neilsen for New York, Chicago, Los Angeles, San Francisco and Philadelphia, *Wonderworks*' first episode, "Booker," the story of the young Booker T. Washington, which premiered Oct. 1, averaged a 3.3 rating/5 share. *Heritage*'s first episode (Oct. 1) averaged a 5.5/8. Its second episode (Oct. 2) received a 5.3/8. Said PBS's director of corporate information, Mary Jane McKinven: PBS was "very pleased about *Heritage*'s showing. We believe we've got a hit." □

Full-year numbers. ABC won the prime time ratings over 52 weeks of the 1983-84 season but lost to CBS in both daytime and news ratings. In the 52-week period ending with the official start of the new season on Sept. 24, ABC averaged a 15.8 rating in prime time, compared to 15.3 for CBS and 13.6 for NBC. ABC improved one tenth of a rating point over its performance in the 1982-83 season, but CBS slipped a half of a rating point and NBC fell six tenths of a rating point. In daytime ratings, CBS averaged 7.1, compared to 6.7 for ABC and 5.1 for NBC. However, ABC's performance was 6% below that of the previous year, when it averaged a 7.1 rating, while CBS's daytime average rose 8% from a 6.6 rating and NBC increased 16% from a 4.4 rating. CBS is still the leader in the early evening news ratings, but by a smaller margin than last year. CBS averaged a 12.4 rating compared to 10.3 for ABC and 10.2 for NBC. And all three network early evening news ratings are below that of a year ago's figures. CBS's dropped 5% (from 13.1), ABC's fell 5% (from 10.8) and NBC's 4% (from 10.6).

CBS takes week one; NBC places second

CBS won the official opening of the 1984-85 prime season in the Nielsen national ratings with an average 17.5 rating and 29 share, compared to a 16.1/27 for NBC and a 14.5/24 for ABC. For the week of Sept. 24-30, the combined rating/share was 48.1/80 compared to 49.8/80 for the premiere week of the 1983-84 season.

Highlights of premiere week, night by night:

■ The first three-hour episode of CBS's *Mistral's Daughter* delivered that network an average 18.2/29, allowing CBS to beat runner-up NBC by over three full rating points. ABC's *Call To Glory* averaged a 12.3/20 at 8 p.m., losing out by 2.3 rating points to NBC's *TV Bloopers and Practical Jokes*. ABC's *Monday Night Football* (San Diego vs. Los Angeles), recorded a 15.5/27.

■ Powered by a special two-hour season premiere of *A-Team*, NBC won Tuesday with a 19.4/31.5. *A-Team* was the highest-rated program on any network for the evening and the fifth-ranked show of the week, averaging 21.7/34. It outdrew the second part of *Mistral's Daughter* on CBS from 9 to 11. *Paper Dolls* and *Jessie* on ABC in the 9 to 11 p.m. block earned a 21 and 23 share, respectively, down from their 29 shares from premieres the week before.

■ Wednesday night belonged to ABC, with season premieres for its returning schedule of *Fall Guy*, *Dynasty* and *Hotel* delivering a 19.3/31.1. The third and final episode of *Mistral's Daughter* pulled a 16.3/26, its lowest performance of the three nights. Although NBC came in third for the night, *Highway To Heaven* drew a 17.4/28 at 8 p.m., outrating by a hair ABC's *Fall Guy* (17.0/28) and the first hour of the three-hour finale of *Mistral's Daughter* (15/25).

■ NBC won Thursday night by getting off to an exceptionally strong start with *The Bill Cosby Show* (22.5/37) and *Family Ties* (20.1/32), making it the highest rated 8 to 9 p.m. period of the week, beating the premiere of *Magnum, P.I.* on CBS (18.4/30). NBC continued to outpace CBS as its season premieres of *Cheers*, *Night Court* and *Hill Street Blues* (average 30 share) outrated a special two-hour season premiere of *Simon & Simon* (18.2/29).

■ CBS won Friday night with the highest nightly average for the week of any network—21.1/36.2, on the strength of *Dallas* and *Falcon Crest*, the two highest-rated shows of the week. However, it lost out to both ABC and NBC from 8 to 9 p.m. as the *Dukes of Hazzard* premiered with a 13.6/24, the third worst performance of any show in that period for the week. ABC stayed ahead at 8 p.m. with season premieres for *Benson* (15.3/27) and *Webster* (16.5/28).

■ ABC achieved its second victory of the week on Saturday with a two-hour season premiere of *The Love Boat* and the second episode of Aaron Spelling's *Finder of Lost Loves*, which pulled almost identical ratings of a 14.9/27 and 14.2/27, respectively. Although NBC was in second place for the evening between 8 and 10 p.m., it lost out to CBS's *Cover Up* (14.2/27, and tied with *Finder of Lost Loves* on ABC.

■ CBS won Sunday night, a traditional victory, as it saw its premiere of *Murder, She Wrote* capture an 18.8/29, a tie for ninth place.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.4/44
2.	Falcon Crest	CBS	23.4/40
3.	Bill Cosby Show	NBC	22.5/37
4.	Dynasty	ABC	22.2/34
5.	A Team	NBC	21.7/34
6.	60 Minutes	CBS	20.9/34
7.	Cheers	NBC	20.7/32
8.	Family Ties	NBC	20.1/32
9.	Murder She Wrote	CBS	18.9/29
10.	Knight Rider	NBC	18.9/29
11.	Hotel	ABC	18.7/31
12.	Mistral's Daughter, part 2	CBS	18.7/30
13.	Heartsounds	ABC	18.5/31
14.	Magnum, P.I.	CBS	18.4/30
15.	Night Court	NBC	18.3/28
16.	Hill Street Blues	NBC	18.2/31
17.	Simon & Simon	CBS	18.2/29
18.	Mistral's Daughter, part 1	CBS	18.2/29
19.	Secrets/Married Man	NBC	17.5/27
20.	NFL (7-7:22 p.m.)	CBS	17.4/32
21.	Highway to Heaven	NBC	17.4/28
22.	Fall Guy	ABC	17.0/28
23.	Facts of Life	NBC	16.7/26
24.	Webster	ABC	16.5/28
25.	Mistral's Daughter, part 3	CBS	16.3/26
26.	NFL, San Diego vs. L.A. Raiders	ABC	15.5/27
27.	Benson	ABC	15.3/27
28.	It's Your Move	NBC	15.3/24
29.	Three's a Crowd	ABC	15.3/24
30.	Love Boat	ABC	14.9/27
31.	Remington Steele	NBC	14.0/26
32.	Hardcastle & McCormick	ABC	14.0/23
33.	TV Bloopers & Prac. Jokes	NBC	14.6/23
34.	Diff'rent Strokes	NBC	14.5/28
35.	Trapper John, M.D.	CBS	14.3/26
36.	Gimme a Break	NBC	14.3/26
37.	Bob Hope Special	NBC	14.3/25
38.	Cover-Up	CBS	14.2/27
39.	Finder of Lost Loves	ABC	14.2/27
40.	Punky Brewster	NBC	14.1/23
41.	Miami Vice	NBC	13.8/24
42.	Dukes of Hazzard	CBS	13.6/24
43.	20/20	ABC	13.6/23
44.	Paper Dolls	ABC	13.6/21
45.	Jessie	ABC	13.3/23
46.	Partners in Crime	NBC	13.1/24
47.	Foulups, Bleeps & Blunders	ABC	13.0/22
48.	E/R	CBS	12.9/20
49.	Mike Hammer	CBS	12.8/23
50.	Airwolf	CBS	12.6/24
51.	St. Elsewhere	NBC	12.6/21
52.	Scene of the Crime	NBC	12.5/21
53.	Glitter	ABC	12.4/19
54.	Call to Glory	ABC	12.3/20
55.	Silver Spoons	NBC	12.2/21
56.	AfterMASH	CBS	12.0/20
57.	Hunter	NBC	11.8/20
58.	Hot Pursuit	NBC	11.0/21
59.	Matt Houston	ABC	10.7/18
60.	Who's the Boss?	ABC	10.7/17
61.	Hawaiian Heat	ABC	10.0/17
62.	People Do the Craziest Things	ABC	9.0/15
63.	Ripley's Believe It or Not	ABC	8.6/14
64.	Larouche for President	ABC	6.3/11

*Indicates premiere episode

change TL; change ERP to 100 kw; change HAAT to 985 ft., and make changes in ant. sys. Action Sept. 20.

■ WBFM (98.1 mhz) Seneca, S.C.—Granted app. to change HAAT to 500 ft.; change ERP to 100 kw, and make changes in ant. sys. Action Sept. 21.

■ WKIR (104.1 mhz) Jackson, Tenn.—Granted app. to make changes in ant. sys.; change to non-DA, and change HAAT to 655 ft. Action Aug. 30.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Granted app. to change SL to app. 1.6 miles outside Austin city limits. Action Aug. 24.

■ KQIZ-FM (93.1 mhz) Amarillo, Tex.—Granted app. to change TL; change ERP 100 kw, and make changes in ant. sys. Action Aug. 28.

■ KEGL (97.1 mhz) Fort Worth—Denied app. to change SL to Irving, Tex. Action Sept. 4.

■ KHCB-FM (105.7 mhz) Houston—Granted app. to change TL; change HAAT to 100 ft., and make changes in ant. sys. Action Sept. 19.

■ *New (88.1 mhz) Laredo, Tex —Granted app. to change HAAT to 284.87 ft.; change ant.; change transmitter output power, and change ant. input power. Action Aug. 30.

■ KQXT-FM (101.9 mhz) San Antonio, Tex.—Returned app. to install new transmission system. Action Sept. 12.

■ KKHK (101.1 mhz) Kanab, Utah—Granted app. to change TL; change HAAT to 786 ft., and make changes in ant. sys. Action Aug. 30.

■ WCNV (107.9 mhz) Amherst, Va.—Returned app. to change SL to Highway 29, near Faulconerville, Va. Action Sept. 4.

■ WJLM (93.5 mhz) Salem, Va.—Granted app. to change HAAT to 97.138 ft. Action Sept. 12.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act, of August 12, 1970: Section 3685; Title 39, United States Code).

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D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means	2,316*	1,680**
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G. Total (sum of E & F—should equal net press run shown in A)	38,653*	39,400**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

*Average no. copies each issue during preceding 12 months.
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■ KIXI-FM (95.7 mhz) Seattle—Granted app. to change ant.; increase center of radiation height to 42 ft.; change ERP to 100 kw, and change HAAT to 1,220 ft. Action Sept. 14.

■ WBTQ (93.5 mhz) Buckhannon, W. Va.—Granted app. to make changes in ant. sys. Action Sept. 14.

■ WJLW (95.9 mhz) Depere, Wis.—Returned app. to change HAAT to 328 ft. Action Sept. 12.

■ New (93.1 mhz) Riverton, Wyo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 884 ft. Action Aug. 30.

TV's

■ KPOL (ch. 40) Tucson, Ariz.—Granted app. to change ERP to vis. 1,534 kw, aur. 153.4 kw; change HAAT to 2,029 ft., and change TL. Action Sept. 21.

■ KTVJ (ch. 14) Boulder, Colo.—Granted app. to extend completion date of original CP, granted Oct. 4, 1982. Action Sept. 21.

■ WLCT (ch. 26) New London, Conn.—Granted app. to change ERP to vis 3,717 kw, aur. 371.7 kw and change ant. Action Sept. 19.

■ WJXT (ch. 4) Jacksonville, Fla.—Granted app. to change HAAT to 960 ft. Action Aug. 29.

■ WTXL (ch. 27) Tallahassee, Fla.—Granted app. to change ERP to vis. 1,184.7 kw, aur. 118.46 kw; change HAAT to 864.4 ft., and change to non-DA. Action Sept. 21.

■ WSJV (ch. 28) Elkhart, Ind.—Granted app. to make changes in ant. sys. Action Sept. 18.

■ WGME-TV (ch. 13) Portland, Me.—Granted app. to change aux. TL and ant. Action Aug. 29.

In Contest

The Review Board made the following decision:

Tucson, Ariz. (Cima Broadcasting Limited Partnership, et al.) AM Proceeding. Scheduled oral argument for Oct. 23 at 10 a.m., Room 235, 2000 L St., N.W., on exceptions to the initial decision of ALJ John H. Conlin granting the app. of Elliott-Phelps Broadcasting Limited Partnership for a new AM station of 580 khz at Tucson, and denying the app. of Cima and Fiesta Productions Inc. Each party has 20 minutes of argument. Cima and Fiesta may reserve part of their time for rebuttal. By letter, Sept. 18.

ALJ Joseph Chachkin made the following decisions:

Glendale, Ariz. (Marcell's Inc., et al.) FM Proceeding. Granted motion by Marcell's and dismissed its app. with prejudice. By order, Sept. 12.

Santa Rosa Beach, Fla. (Carter Broadcasting and Santa Rosa Broadcasting Inc.) FM Proceeding. Granted joint request for settlement agreement; dismissed Santa Rosa's app. with prejudice; granted Carter's app. for new FM station at Santa Rosa Beach, and terminated proceeding. By MO&O, Sept. 13.

ALJ John H. Conlin made the following decisions:

■ Washington, N.C. (Campbell Hauser Corp., et al.) FM Proceeding. Granted joint request and dismissed its app. with prejudice. By order, Sept. 20.

■ Gillette, Wyo. (Summit Communications Inc. and Telecrafter Corp.) MDS Proceeding. Granted joint request for agreement; dismissed Telecrafter's app.; granted Summit's app. for a new MDS station at Gillette, and terminated proceeding. By order, Sept. 18.

ALJ Frederick J. Coufal made the following decisions:

Fort Myers Villas and Cape Coral, Fla. (Sunshine Broadcasting Inc., et al.) FM Proceeding. Granted joint motion by L.B.C. and Skinnner Broadcasting which was part of an earlier settlement agreement and again dismissed Skinner's app. with prejudice. By order, Sept. 10.

Columbus, Miss. (Commoncarrier Corp. and Microband Corp. of America) MDS Proceeding. By separate orders granted motion by Commoncarrier; dismissed its app. with prejudice; granted Microband's app. for a new MDS station at Columbus, and terminated proceeding. By orders, Sept. 10.

New York (United Broadcasting Co. of New York Inc. and Osborne Communications Corp.) AM Proceeding. Granted motion by Osborne to add abuse of process issue and its effect on comparative or basic qualifications of United. By order, Sept. 7.

Sheboygan, Wis. (Retherford Publications Inc. and Sheboygan County Broadcasting Co.) TV Proceeding. Dismissed Retherford's app. with prejudice. By order, Sept. 10.

ALJ John M. Frysiak made the following decision:

St. Johnsbury, Vt. (Stanley G. Emert Jr., et al.) FM Proceeding. Granted motion by Emert and dismissed his app. with prejudice. By order, Sept. 18.

ALJ Joseph P. Gonzalez made the following decisions:

Fort Collins, Colo. (Fort Collins Television Inc., et al.) TV Proceeding. Granted motion by Eagle 22 Ltd. and resolved technical issue in its favor. By MO&O, Sept. 14.

Fort Collins, Colo. (Fort Collins Television Inc., et al.) TV Proceeding. Granted joint request for settlement agreement by Fort Collins Television and Eagle 22 Ltd. and dismissed Fort Collins Television's app. with prejudice. By MO&O, Sept. 17.

Nashville, Ga. (Tiftarea Radio Inc., et al.) FM Proceeding. Granted joint request for approval of settlement by Country Communications Inc. and Lisa Chisholm and dismissed Chisholm's app. with prejudice. By MO&O, Sept. 13.

Tampa, Fla. (Gary E. Willson, et al.) TV Proceeding. Granted motion for summary decision by Community Broadcasters of Tampa Inc. and resolved air hazard issue in its favor. By MO&O, Sept. 13.

Framingham, Mass. (Fairbanks Broadcastings Co. of Massachusetts Inc., et al.) AM Proceeding. Granted motion for summary decision by Hudson Inc., Newburgh, N.Y., and resolved air hazard issue in its favor. By MO&O, Sept. 13.

Farmington, N.M. (Quad City Communications Inc., et al.) FM Proceeding. Granted request by Quad City and dismissed its app. with prejudice. By order, Sept. 20.

Logan, Utah (John R. Powley) TV Proceeding. Granted motion for summary decision by Powley and resolved short-spaced issue in its favor; granted Powley's app. for a new television station on ch. 12 at Logan, and terminated proceeding. By MO&O, Sept. 14.

ALJ Byron E. Harrison made the following decision:

New Orleans (Powell Community Television, et al.) TV Proceeding. Granted motion by Powell and dismissed its app. By order, Sept. 7.

ALJ Edward J. Kuhlmann made the following decisions:

Vineyard Haven, Mass. (Katy Communications Inc. and Cape Video Network Inc.) TV Proceeding. Granted joint request for settlement agreement; dismissed Katy's app. with prejudice; conditionally granted Cape Video's app. for a new UHF TV station on ch. 58 at Vineyard Haven. By MO&O, Sept. 20.

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.